

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 106121  
**Alt Order #:** 06848655  
**Product Desc:** BERKLEY FOR SENATE  
**Estimate:** 30S  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 08/30/12 / 08/30/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St.  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Berkley, Shelley for Senate  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	71	\$35,900.00	\$30,515.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	71	\$35,900.00	\$30,515.00	0.00
<b>Totals</b>	<b>71</b>	<b>\$35,900.00</b>	<b>\$30,515.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	40%	\$35,900.00
Market	100%	\$89,750.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$22,437.50
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$17,950.00
KTUD	0%	\$0.00
KVVU	13%	\$11,667.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,795.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWT---	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWT---			4			\$200.00		0.00			

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Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWT---	4		\$200.00		0.00						
E 2	KSNV	09/10/12	09/10/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$50.00		0.00						
E 3	KSNV	09/04/12	09/07/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	8	\$600.00	1	0.00	NM	8	\$4,800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	8		\$600.00		0.00						
E 4	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$125.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$125.00		0.00						
E 5	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$250.00		0.00						
E 6	KSNV	09/04/12	09/07/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	4		\$1,500.00		0.00						
E 7	KSNV	09/10/12	09/10/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$350.00	3	0.00	NM	2	\$700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$350.00		0.00						
E 8	KSNV	09/10/12	09/10/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$125.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$125.00		0.00						
E 9	KSNV	09/10/12	09/10/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$100.00		0.00						
E 10	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	1		\$175.00		0.00						
E 11	KSNV	09/04/12	09/07/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	4		\$425.00		0.00						
E 12	KSNV	09/04/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-TWTF--	4		\$325.00		0.00						
E 13	KSNV	09/10/12	09/10/12		CM	1230-1p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Agenda 1230pm											
				The Agenda 1230pm											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$100.00		0.00				
E 14	KSNV	09/04/12	09/07/12	Dr. Phil	CM	3-4p	-TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--		4			\$450.00		0.00				
E 15	KSNV	09/10/12	09/10/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$225.00		0.00				
E 16	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$300.00		0.00				
E 17	KSNV	09/04/12	09/07/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-T-TF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-T-TF--		3			\$700.00		0.00				
E 18	KSNV	09/10/12	09/10/12	M-F Early News	CM	5-630p	M-----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		2			\$375.00		0.00				
E 19	KSNV	09/04/12	09/07/12	M-F Early News	CM	5-630p	-T-TF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				M-F Early News		(5:00 PM-5:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-T-TF--		3			\$1,200.00		0.00				
E 20	KSNV	09/09/12	09/09/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
				News 3 in Prime											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S		1			\$600.00		0.00				
E 21	KSNV	09/10/12	09/10/12	M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$375.00		0.00				
E 22	KSNV	09/10/12	09/10/12	M-F Wheel	CM	7-730pm	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$375.00		0.00				
E 23	KSNV	09/07/12	09/07/12	Face to Face w/ Ralston	CM	730-758pm	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				Face to Face w/ J.Ralston											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--		1			\$1,000.00		0.00				
E 24	KSNV	09/10/12	09/10/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				Face to Face w/ J.Ralston											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$200.00		0.00				
E 25	KSNV	09/08/12	09/08/12		CM	630-730pm	-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00

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 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Weekend Jeopardy/Wheel											
				WKND Jeop/Wheel											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					2	\$225.00		0.00			
E 26	KSNV	09/08/12	09/08/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					1	\$150.00		0.00			
E 27	KSNV	09/04/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-TWTF--					4	\$1,100.00		0.00			
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$400.00		0.00			
E 29	KSNV	09/10/12	09/10/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----					1	\$175.00		0.00			
E 30	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----SS					2	\$400.00		0.00			
E 31	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					1	\$150.00		0.00			
E 32	KSNV	09/08/12	09/08/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					2	\$225.00		0.00			
E 33	KSNV	09/08/12	09/08/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				News 3 Today - SAT											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					1	\$200.00		0.00			
E 34	KSNV	09/08/12	09/08/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.00	3	0.00	NM	1	\$550.00
				Saturday Night Live											
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S-					1	\$550.00		0.00			
E 35	KSNV	09/09/12	09/09/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S					1	\$200.00		0.00			
E 36	KSNV	09/09/12	09/09/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S					1	\$175.00		0.00			

Totals 71 \$35,900.00